

THE RELATIONSHIP BETWEEN TOTAL QUALITY MANAGEMENT AND
FIRM PERFORMANCE AT PEJABAT SETIAUSAHA KERAJAAN NEGERI
SELANGOR, SHAH ALAM, SELANGOR DARUL EHSAN

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ABSTRACT

This study investigates the relationship between Total Quality Management and firm performance at Pejabat Setiausaha Kerajaan Negeri Selangor, Shah Alam Selangor. The data collected through questionnaires that has been distributed to the total sample size of 210 employees at Pejabat Setiausaha Kerajaan Negeri Selangor, Shah Alam, Selangor. The objectives of this study were to identified the most contributing factor of Total Quality Management towards firm performance and to examined the relationship between Total Quality Management and firm performance at Pejabat Setiausaha Kerajaan Negeri Selangor, Shah Alam, Selangor. Besides, this study also provided benefits to the researcher and the employee in the organization as it gains more understanding and knowledge about Total Quality Management elements studied this research which are training, customer focus and leadership within the organization. Once they get to know which elements of Total Quality Management that applied the most in their organization, the top management is able to increase the element's approach that can lead to higher reputation of the organization. Findings of this study concludes that leadership is the most contributing factor in Pejabat Setiausaha Kerajaan Negeri Selangor, Shah Alam, Selangor with the highest mean of 4.1114 and standard deviation .49684 compared to other factors, training with mean 4.0657 and standard deviation .46305; and customer focus with mean 4.0762 and standard deviation .52306. Meanwhile, there was a strong, positive relationship between Total Quality Management and firm performance at Pejabat Setiausaha Kerajaan Negeri Selangor, Shah Alam, Selangor with correlation value ($r=.706$, $n=210$, $p<.01$).

Keywords: *Total Quality Management, Firm Performance, Training, Leadership and Customer Focus.*

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MARA

RELATIONSHIP BETWEEN TOTAL QUALITY MANAGEMENT AND FIRM PERFORMANCE

Dear Tan Sri/Dato'/Datin/Sir/Madam/Miss,

I am a postgraduate student of Bachelor in Office Systems Management programme in the Faculty of Business Management, Universiti Teknologi MARA (UiTM). Due to your involvement in management of this organization, I would like to invite you to participate in my research survey. I am confident your responses and feedbacks will be useful and adds value to my study.

This survey on the relationship between Total Quality Management and firm performance, aims to identify whether there is any relationship between the practices of Total Quality Management, which are training, customer service and leadership, towards firm performance.

Please answer all questions based on the instructions given. Please be assured that all data collected will be treated strictly **CONFIDENTIAL** and will be used for the purpose of this study only. If you have any queries, please do not hesitate to contact the researcher or the research supervisor as indicated below.

Thank you for your valuable time, your cooperation is greatly appreciated.

Sincerely,

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